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New Technology In Communication Research
And Documentation: The Philippine Case

By

Bridget R Zubiri
NEW TECHNOLOGY IN COMMUNICATION RESEARCH AND DOCUMENTATION:
THE PHILIPPINE CASE

by

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A relatively young field, Communication Research formally got institutionalized in the Philippines with the creation of the Communication Research Program in the Institute of Mass Communication in 1976. Up to this time, this is the only school offering a Communication Research Program in the country. Viewed as the study of problems, status, means and consequences of human interaction in the social and psychological development of man, the scope of Communication Research encompassed media infrastructures; content, sources and audiences of communication, and all development communication.

With the advancement of technology, the radio, television, film, videos and other channels of communication have greatly improved. Even the newspapers are improving, becoming more in number and freer in expression.

At the present, the Philippines have about 25 daily newspapers, 305 radio stations, and 76 television stations with five networks all over the country.

The latest addition to this technology is the computer which is said to do the work of nine people and save tremendous space and paper work. Although not quite used on a large scale, the computer is slowly gaining ground. Several computer schools have been set up for training students, and quite a number of agencies have acquired computers. Several individuals have also acquired units for themselves.

In research, most big research agencies use computers for their studies. Smaller research units may have one or two computers, or have computer centers work on their data.

In the University of the Philippines, we have the Computer Center to for our computer needs. Most colleges have also acquired computer units. The Institute of Mass Communication have one computer which is used for Communication Research students training. One is hardly enough for a class, but it is a beginning. Through solicitations and donations, we are trying to acquire more.

Although the grand plan is to have a computer network in the whole university system, it is not yet implemented. The first step is being done, which is acquisition of computer units for the colleges. But because computers cost quite a sum, we now think in terms of its appropriateness and in terms of priority. For an economically devastated country like ours, is the computer really necessary at this point and time? What
do we do with manpower that the computer will displace? There are many questions that such technology elicits. However, in keeping up with the advancement of technology, it may be healthy to get to know the mechanics of it. If we can afford it, and if it is appropriate for the development of man, then it may be wise to use it. We can leave the questions for the technocrats to answer.
Reaction to the PR Exercise

The PR exercise is supposed to orient the user in internal public relations but it does not contribute anything to gaining knowledge in PR. It does not explain or tell the user if his/her decision is good or not. At most, the PR exercise can only help a user acquaint himself with using the computer, following instructions and pushing buttons.

Reaction to the Communication Theory Review

The Communication Theory Review is very practical and useful for communication oriented people. It is not only interesting, it also teaches the user many facts in communication. As the introduction states, it helps the undergraduates review as well as supplement their communication theory knowledge. For graduate students preparing for their comprehensive exams, this is most useful. I, as a teacher in communication envision it to interest my students more on communication theories. I congratulate whoever prepared the program for a wonderful job done.

Reaction to the Newspaper Management Simulation Game

I find the game more appropriate for business minded people who have communication background and are interested in becoming publishers. It may help communication researchers in getting to know its mechanics for information sake, but it is not a necessity, nor a need. However, the decision making aspect of it may be useful in training the researcher on making good decisions.